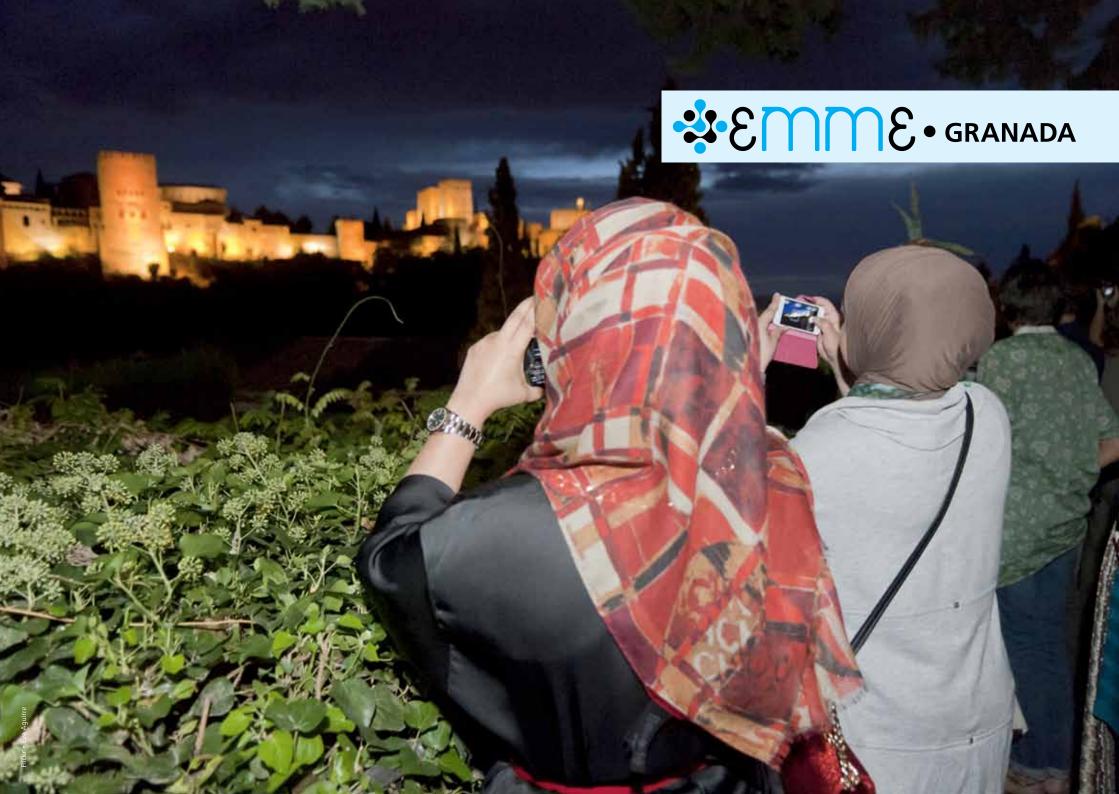




Memory PARQUE de las CIENCIAS 22 - 27 September 2013 ANDALUCÍA - GRANADA





Countries of the Euro-Mediterranean and Middle East share the same history and tackle today the same concerns for the development of the region. There is a need to reinforce a stronger partnership with people and within institutions to achieve a better society.

By unifying their efforts, science centres can play an important role as agent of change in the region. This means not only to act in their limited local areas, but also globally.

Through their exhibitions, programs, events and outreach initiatives science centres stimulate curiosity and develop enquiring minds. They foster positive attitudes towards science, they help people to appreciate the context of scientific advances and to understand how science affects their lives. Studies show that science centres change people's lives, by influencing their attitudes and thinking and by making science more accessible to the general public.

At this significant juncture in history, Ecsite, the long-standing European network for science centres and science museums has joined hands with the young NAMES, North Africa and Middle East Science Centre Network to launch the first EMME Summer School in Granada.

The EMME Summer School aims to build capacity among professionals working in the field of science communication; more specifically for the management of science centres, science museums and related activities (science festivals, science clubs, etc.).

The Specific Goal of the Summer School is to set-up a Euro-Mediterranean and Middle East Framework for science centres to reinforce their capacities, to strengthen dialogue and exchange, and to increase the community of players working for public engagement in science in the region and their main objectives are:

- to consolidate existing science centres in the Euro-Mediterranean and Middle East, their activities and programs;
- to support the development of new science centres and communication projects in the region;
- to enhance science centres' advocacy in society including but not limited to institutions at the national and regional levels;
- to exchange expertise, practices and activities among professionals in the field;
- to stimulate the development of cooperative projects among the members of the two networks.

Both networks and the promoting institutions worked hard to prepare this Summer School, which was a huge success.

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TRAINING PROGRAM FOR LEADERS IN SCIENCE CENTRES

STEERING COMMITTEE

Catherine Franche

CSITE

Mijbil Almutawa

NAMES and The Scientific Center of Kuwait, Kuwait

Vincenzo Lipardi

Fondazione Idis-Città della Scienza, Italy

Ernesto Páramo

Parque de las Ciencias, Spain

Hoda ElMikaty

Bibliotheca Alexandrina Planetarium Science Center, Egypt

Brigitte Coutant

Universcience, France

Roger Rocca Serra

Universcience Partenaires, France

Louise Emerson

Natural History Museum, UK

Michele Lazinger

Museo delle Scienze, Italy

COORDINATION 2013

Fondazione Idis-Citta della Scienza Parque de las Ciencias

VENUE 2013

Parque de las Ciencias

COORDINATION TEAM 2013

Carmen Guerra and Elisa Wilkinson

Parque de las Ciencias, Spain

Anne-Marie Bruyas

Fondazione Idis-Città della Scienza, Italy

Maissa Azab

Bibliotheca Alexandrina Planetarium Science Center, Egypt

HONORARY COMMITTEE

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Regional Minister of Education, Culture and Sports in Andalusia

Excmo. Sr. D. José Torres Hurtado

Mayor - President of the Granada Town Hall

Excma. Sra. Da María Jesús Serrano Jiménez

Regional Minister of Environment and Territorial Management in Andalusia

Excmo. Sr. D. José Sánchez Maldonado

Regional Minister of Economy, Innovation, Science and Employment

Excmo. Sr. D. Sebastián Pérez Ortiz

President of Granada Provincial Government

Excmo. Sr. D. Francisco González Lodeiro

Rector of Granada University

Sr. D. Emilio Lora-Tamayo

President of the National Research Council

Sr. D. Antonio Jara Andreu

President of CajaGRANADA

Rosalia Vargas

President of Ecsite

Mijbil Almutawa

President of NAMES



At the foot of the Sierra Nevada mountains, between the rivers Darro and Genil, lies one of the most interesting cities in Eastern Andalusia. It sits at an elevation of 738 metres above sea level, yet is only 40 minutes by car from the Mediterranean coast, the Costa Tropical.

As well as its impressive al-Andalus heritage, there are Renaissance architectural gems and the most modern facilities, fit for the 21st century. Granada has an unmistakable Moorish essence due to their important presence for more then 700 years (756-1492). The extraordinary evidence of its past is easily found by merely strolling down the streets, monuments as Alhambra or neighbourhoods as Albaicin. Both have been awarded the World Heritage designation. The gastronomy, craftwork and urban planning are influenced by its glorious past.

Granada is also well known within Spain for its prestigious University. It was founded in 1531 and continues a long teaching tradition, the roots of which can be traced back to the madrasahs (islamic universities) of the last Nasrid Kingdom. Currently, over 60.000 undergraduate and postgraduate students study at the UGR, with another 20.000 students taking additional courses, language courses, summer courses etc.

Today the new strategies for the development of Granada aim to strengthen its innovative profile thanks to the strong presence of high-qualified research. Granada counts with Health Science Technological Park dedicated to innovation by promoting interaction with technological bio-health companies and favouring high-quality healthcare and biomedical knowledge.

The city has a great cultural tradition. Nowadays we can enjoy art, science, film, music or theatre festivals, travelling exhibitions in all fields of knowledge and museums like Parque de las Ciencias.





Parque de las Ciencias, Granada, Spain.

Parque de las Ciencias is the Interactive Science Museum of Andalusia, in the South of Spain. The museum is well situated in the center of Granada, the town of the Alhambra -and Federico García Lorca. Parque de las Ciencias, under the motto *A new kind of Museum*, was founded in 1995 and occupies 70.000 m². The museum holds permanent and temporary exhibitions, a Planetarium, some well prepared educational facilities and a cultural gallery that includes an auditorium for 500 people, 3 movie theatres, a café and restaurant, bookshop, etc.

Parque de las Ciencias counts amongst its council members the University of Granada and the Spanish National Research Council (CSIC), the largest public institution dedicated to research in Spanish. The museum also houses 'Windows to Science' and 'Live Science', which through crystal bounded spaces provides the visitors with an insight into science as it is really done in labs.

With over 600.000 visitors a year, it is also an open-air museum (more than 20.000 m² of its whole area are open air and green spaces, including a butterfly house) where the visitor can learn and can feel the Science and Technology.



The Museum is a Consortium formed by the Regional, Provincial and Local government, the University of Granada, CSIC and Caja Granada.























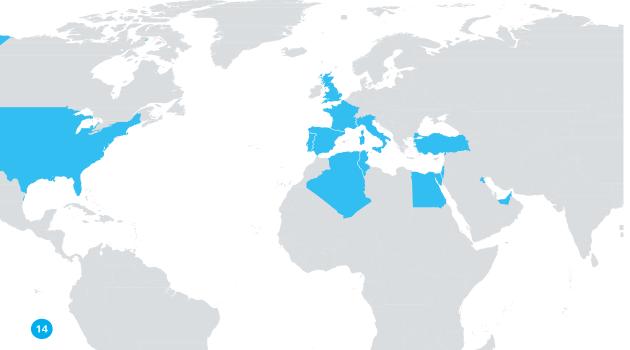












NUMBER OF PARTICIPANTS

• 55 (speakers, students and organization)

- Algeria
- Egypt
- France
- Italy Kuwait
- Palestine Portugal
- Spain
- Tunisia
- Turkey
- United Arab Emirates
- United KingdomUnited States

PROMOTED BY • ECSITE

NAMES

MAIN SPONSOR

• Kuwait Foundation for the Advancement of Science

- OTHER SPONSORS

 Universcience Partenaires

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 Patronato de la Alhambra y Generalife

 Diputación Provincial de Granada

- ACTIVE PARTNERS
 Cittá Della Scienza.
 Parque de las Ciencias.
 Biblioteca Alexandrina.
- The Scientific center Kuwait

- Universcience
 Universcience partenaires
 Natural History Museum
 Muse

- TOPICS

 Strategic planning

 Science learning

 Top priorities for management

 Exhibition development
- New technologies



TRAINING PROGRAM FOR LEADERS IN SCIENCE CENTRES

22 SUNDAY	19:30 - 22:30						
ICE - BREAK EVENING	Official Opening						
	Ernesto Páramo Rosalia Vargas Maria Cristina Russo				Mijbil Almutawa Catherine Franche	ICE BREAK EVE	ENT
23 MONDAY	09:00 - 09:30	09:30	- 11:00		11:30 - 13:00	14:30 - 17:00	17:30 - 18:30
STRATEGIC PLANNING			ence/Speaker		Conference/Speaker	Practical workshop	
	STRATEGIC PLANNING Mijbil Almutawa		AND IMPACT OF SO	OCAL CONTEXT: VALUE, JIENCE CENTRES	SCIENCE CENTRES ACTIVITIES, AUDIENCES AND PUBLIC IMPACT Jean-Marie Sani	HOW TO DEVELOP A STRATEGIC PLAN Colin Johnson	INSTALLATION OF TEMPORARY EXHIBITION - MADINAT ILBIRA (LEGADO ANDALUSÍ) Optional (Groups depending on number of participants)
24 TUESDAY	09:00 - 09:30	09:30	- 11:00		11:30 - 13:00	14:30 - 17:00	17:30 - 18:30
SCIENCE LEARNING	Starter	Confere	ence/Speaker		Conference/Speaker	Thematic workshop	
	SCIENCE LEARNING Carmen Guerra	Rut Jim	IENCIA AND EXPERII énez and Maria N GCIENCE LEARNING Ilcay		HOW CAN SCIENCE MUSEUMS/CENTERS ENHANCE SCHOOL SCIENCE EDUCATION? Martin Lawrence	ENVIRONMENTAL SCIENCES Dr. Boshra Salem THE CHEMICAL EXPERIMENTS IN PRINCIPIA SCIENCE CENTRE Sebastián Cardenete and Carlos Durán LEARNING SCIENCE AT PARQUE DE LAS CIENCIAS. Carlos Sampedro	OUTER SPACE AS EXHIBITION AREA - FROM ASTRONOMY TO A MENHIR. Optional (Groups depending on number of participants)
25 WEDNESDAY	09:00 - 09:30	09:30	- 10:30	11:00 - 12:00	12:00 - 13:00	14:30 - 17:00	17:30 - 18:30
TOP PRIORITIES FOR MANAGERS	Starter	Confer	ence/Speaker	Conference/Speaker	Conference/Speaker	Conference/Speaker	Visit
	TOP PRIORITIES FOR MANAGEMENT Brigitte Coutant	IN MAN	MMANDMENTS AGING A SCIENCE IMikaty	FUNDRAISING STRATEGIES: WHICH TACTICS SHOULD WE USE TO BALANCE FUNDS FROM COMPANIES OR FROM GOVERNMENT Alain Coine	COMMERCIAL OPPORTUNITIES FOR SCIENCE CENTRES AND MUSEUMS Louise Emerson	SCIENCE CULTURE FOR THE DEVELOPMENT IN THE MEDITERRANEAN Vincenzo Lipardi, Mario Scalet, Pilar Carrasco	EDUCATION AND COMMUNICATION DEPARTMENTS AND CULTURAL GALLERY Optional (Groups depending on number of participants)
26 THURSDAY	09:00 - 09:30		09:30 - 11:00		11:30 - 13:00	14:30 - 17:00	17:30 - 18:30
EXHIBITION DEVELOPMENT	Starter		Conference/Spe	aker	Conference/Speaker	Case study	Visit
	EXHIBITION DEVELOPMENT. CONCEPT TO REALIZATION: H DEVELOP AN EXHIBITION IN INCLUDING CONCEPT DEVEL TECHNIQUES AND WORKPLA Ernesto Páramo	IOW TO DUE TIME OPMENT,	PHENOMENA, OBJ REPRESENTATIONS EXHIBITS AND ASS PRINCIPLES Tom Rockwell	S: THREE TYPES OF	EXHIBITION DEVELOPMENT PLANNING FOR THE YOUNG PUBLIC Marie-Pierre Lahalle	ANALYSIS OF THE MUSE CASE STUDY IN TRENTO: DEVELOPMENT OF EXHIBITIONS, CHOICES OF MEDIAS, PLANNING OF DEVELOPMENT, RELATION EXHIBITION/BUILDING Michele Lanzinger, Lavinia Del Longo	STORAGE AND CONSERVATION Optional (Groups depending on number of participants)
27 FRIDAY	09:00 - 09:30	09:30	- 11:00		11:30 - 13:00	17:00 - 18:30	18:30 - 20:00
NEW TECHNOLOGIES	Starter	Practica	al lessons		Conference/Speaker	Conference/Speaker	Visit
	NEW TECHNOLOGIES Luigi Amodio		UP INTERNET COLLA MS IN SCIENCE CEN Farge		ACTIVITY PROGRAMS WITH NEW TECHNOLOGIES Manuel Roca PROGRAMMING COMPETITIONS Eslam M. Wageed	THE DISSEMINATION OF PATRIMONY AS A KNOWLEDGE PROGRESS STRATEGY OF THE ALHAMBRA M³ del Mar Villafranca	VISIT TO THE ALHAMBRA Gala Cocktail. Carmen de la Victoria



ICE - BREAK EVENING

19:30 **Official Opening by**

Ernesto Páramo, Director Parque de las Ciencias
Rosalia Vargas, President of Ecsite
Maria Cristina Russo, Director of International Cooperation,
DG research, European Commission
Francisco González Lodeiro, Rector of the University of Granada
Francisco Ledesma Palomino, Deputy Mayor of Granada
Ana Gámez, Delegate of Education and Culture of the Junta de Andalucía
Antonio Jara Andreu, President of CajaGRANADA
Yacoub A Y M Alnasrallah, Second Secretary Kuwait Embassy

Philosophy of the project by

Mijbil Almutawa, President of NAMES and **Catherine Franche**, Director of ECSITE

Ice - Break Evening

Welcome to Granada Puppets and Magic Visit of Parque de las Ciencias with a flashlight Observation Tower The Dixie Kings, Music band Informal cocktail. Open Air













































09:00 - 09:10	Program: Carmen Guerra
09:10 - 09:30	"STRATEGIC PLANNING" Starter: Mijbil Almutawa , Director of The Scientific Center Kuwait
09:30 - 11:00	"FROM THE GLOBAL TO THE LOCAL CONTEXT: VALUE, MISSION AND IMPACT OF SCIENCE CENTRES" Colin Johnson , Freelance, past CEO of Techniquest
11:30 - 13:00	"SCIENCE CENTRES ACTIVITIES, AUDIENCES AND PUBLIC IMPACT" Jean-Marie Sani, Director of projects, Muséum National d'Histoire Naturelle, Paris
14:30 - 17:00	Practical workshop: HOW TO DEVELOP A STRATEGIC PLAN Convened by Colin Johnson , Freelance, past CEO of Techniquest
17:30 - 18:30	Optional visit: INSTALLATION OF TEMPORARY EXHIBITION - MADINAT ILBIRA (Legado Andalusí). (Groups depending on number of participants)







SCIENCE LEARNING

09:00 - 09:30 "SCIENCE LEARNING"

Starter: **Carmen Guerra**, Parque de las Ciencias

09:30 - 11:00 "SENSOCIENCIA AND EXPERIMENTA"

Rut Jiménez and Maria Martinez Chico, Almeria University

"ABOUT SCIENCE LEARNING:"

Yusuf Ulcay, Bursa Science Centre

11:30 - 13:00 "HOW CAN SCIENCE MUSEUMS/CENTES ENHANCE SCHOOL

SCIENCE EDUCATION?"

Martin Lawrence, Deputy Head of learning,

London Natural History Museum

14:30 - 17:00 Thematic Workshops:

ENVIRONMENTAL SCIENCES

Dr. Boshra Salem, Alexandria University

THE CHEMICAL EXPERIMENTS IN PRINCIPIA SCIENCE CENTRE

Sebastián Cardenete and Carlos Durán, Principia Science Centre

LEARNING SCIENCE AT PARQUE DE LAS CIENCIAS

Carlos Sampedro, Parque de las Ciencias

17:30 - 18:30 Optional visit: OUTER SPACE AS EXHIBITION AREA - FROM

ASTRONOMY TO A MENHIR. (Groups depending on number of participants)





TOP PRIORITIES FOR MANAGEMENT

09:00 - 09:30	"TOP PRIORITIES FOR MANAGEMENT" Starter: Brigitte Coutant , Head of Institutional and International Relations Universcience
09:30 - 10:30	"TEN COMMANDMENTS IN MANAGING A SCIENCE CENTER" Hoda ElMikaty , Director of Planetarium Science Centre of the Bibliotheca Alexandrina
11:00 - 12:00	"FUNDRAISING STRATEGIES: WHICH TACTICS SHOULD WE USE TO BALANCE FUNDS FROM COMPANIES OR FROM GOVERNMENT" Alain Coine , General Delegate of the endowment fund, Universcience Partenaires
12:00 - 13:00	"COMMERCIAL OPPORTUNITIES FOR SCIENCE CENTRES AND MUSEUMS" Louise Emerson , Head of Business and Commercial Strategy, London Natural History Museum
14:30 - 17:00	"SCIENCE CULTURE FOR THE DEVELOPMENT IN THE MEDITERRANEAN" Vincenzo Lipardi, CEO Città della Scienza. Mario Scalet, Head of Science Unit, UNESCO Office in Venice. Pilar Carrasco, Vice Secretary of Research and Cooperation
17:30 - 18:30	Optional Visit: EDUCATION AND COMMUNICATION DEPARTMENTS AND CULTURAL GALLERY. (Groups depending on number of participants)





EXHIBITION DEVELOPMENT

09:00 - 09:30 "EXHIBITION DEVELOPMENT. FROM CONCEPT TO REALIZATION:
HOW TO DEVELOP AN EXHIBITION IN DUE TIME INCLUDING
CONCEPT DEVELOPMENT, TECHNIQUES AND WORKPLAN"
Starter: Ernesto Páramo, Director of Parque de las Ciencias

09:30 - 11:00 "PHENOMENA, OBJECTS AND REPRESENTATIONS: THREE TYPES
OF EXHIBITS AND ASSOCIATED DESIGN PRINCIPLES"
Tom Rockwell, Exploratorium, Director of Exhibits and
Associate Director for Program

11:30 - 13:00 "EXHIBITION DEVELOPMENT PLANNING FOR THE YOUNG PUBLIC"

Marie-Pierre Lahalle, Deputy Head of Museological projects,
Universcience

14:30 - 17:00 Case study: "ANALYSIS OF THE MUSE CASE STUDY IN TRENTO:
DEVELOPMENT OF EXHIBITIONS, CHOICES OF MEDIAS,
PLANNING OF DEVELOPMENT, RELATION EXHIBITION/
BUILDING"

Michele Lanzinger and Lavinia Del Longo, Director of MUSE - Museo delle Scienze and team

17:30 - 18:30 Optional visit: STORAGE AND CONSERVATION (Groups depending on number of participants)





Starter: Luigi Amodio, Director of Città della Scienza

09:30 - 11:00 Practical lessons: "SETTING UP INTERNET COLLABORATIVE PLATFORMS IN SCIENCE CENTRES"

Claude Farge, Director for Publishing and Transmedia, Universcience

"NEW TECHNOLOGIES"

09:00 - 09:30

11:30 - 13:00 "ACTIVITY PROGRAMS WITH NEW TECHNOLOGIES" (Digital planetarium)

Manuel Roca, Director of Production and Technology Department, Parque de las Ciencias.

"PROGRAMMING COMPETITIONS"

Eng. Eslam Wageed, Project Manager, Regional Informatics Center, Arab Academy for Science and Technology

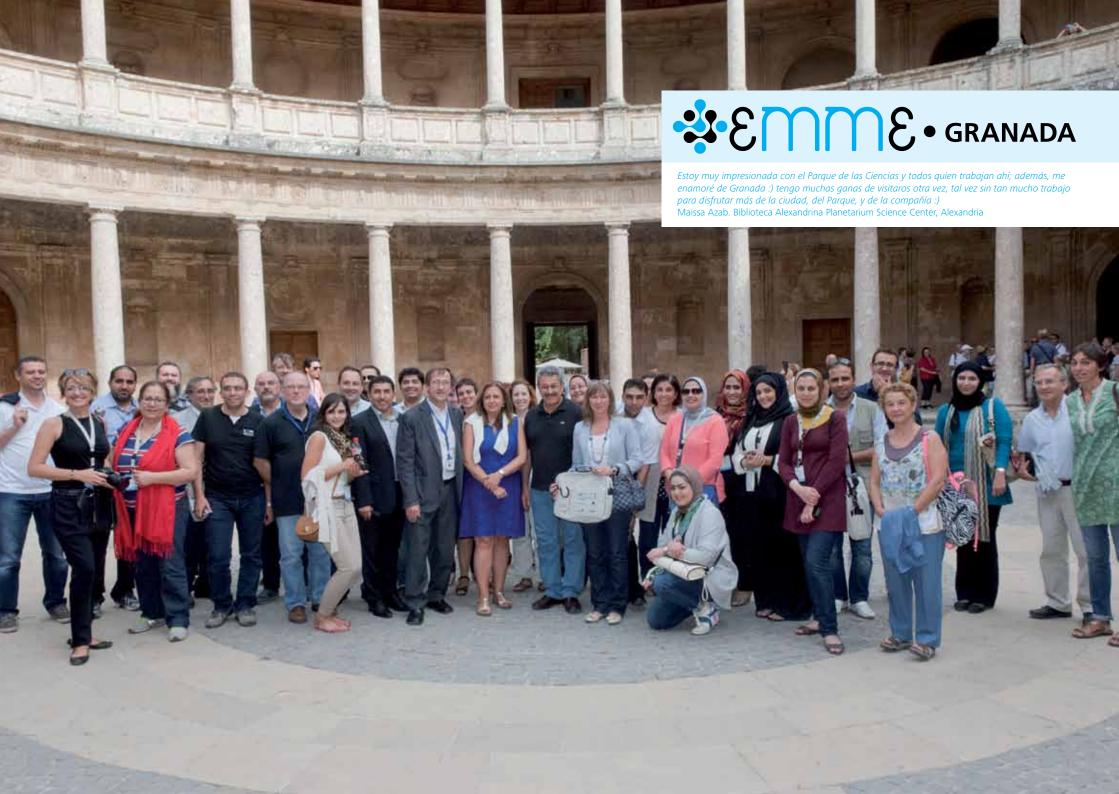
17:00 - 18:30 "THE DISSEMINATION OF PATRIMONY AS A KNOWLEDGE PROGRESS STRATEGY OF THE ALHAMBRA"

Ma del Mar Villafranca, Director of the Alhambra

18:30 - 20:00 VISIT TO THE ALHAMBRA

Gala Cocktail. Carmen de la Victoria







Evaluation

EVALUATION RESULTS

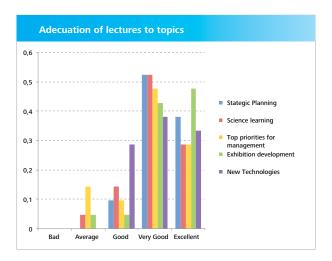
All participants were requested to complete the following evaluation sheet.

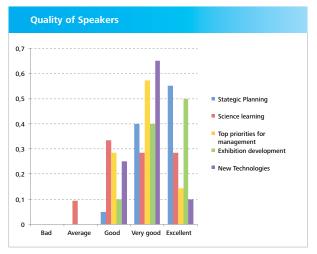
Ice break event	1 2 3 4 5
Rooms	
Social program	
Quality of the speakers • Strategic planning • Science learning • Top priorities for management • Exhibition development • New technologies	
Did you find speakers available?	
Adecuation of lectures to topics • Strategic planning • Science learning • Top priorities for management • Exhibition development • New technologies	
Optional visits • Temporary exhibition Madinat Ilbira • Outdoor spaces • Cultural Gallery • Storage and conservation	
Do you think what you have learned could be appplicable to your work?	
Food	
Hotels	

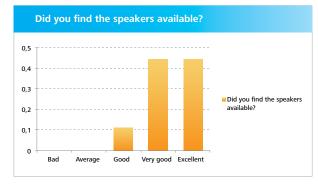


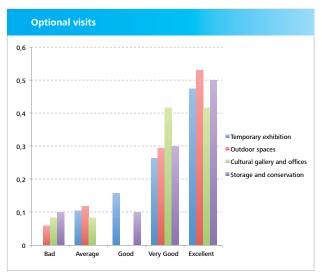


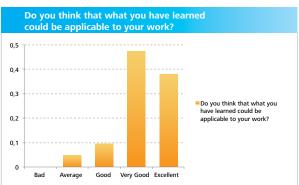


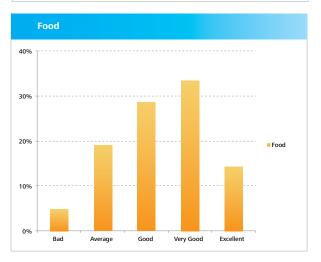


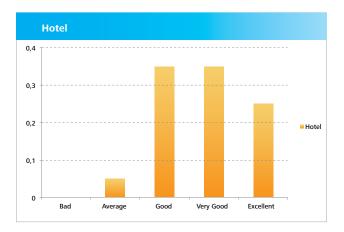












SUGGESTION FOR FUTURE EDITIONS

In general participants agree on the high quality of EMME Summer School. They congratulate speakers and organization committee. They ask for a second edition changing topics so that interested people could go on with the training.

We have listed some of the suggestions for future Summer Schools.

- More interactive workshops and brainstorming sessions
- Focus on changing expertise
- Speakers' presentations available before the course
- Offer bibliography in advance
- Future works for participants
- More free time
- Ask participants about their food preferences

Granada Hoy

Martes, 30 de Julio de 2013

El Parque de las Ciencias reúne a los museos más importantes del mundo

 La EMME Summer School ofrecerá talleres y conferencias durante cinco días a personalidades de renombre de 16 países

Alba Martin Desessor

Lúdico, informativo, impresionancemente pedagógico y un re-ference en el facilito internacio nal, así es el Parque de las Cieri cias de Granada, y de ciencia podrán seciense los 50 expertos en museologia de Europa, el Mediterrineo y Oriente Media que actuirán a uno de los encuentros más simbólicos de la credad: La Euro-Mediterransen and Middles Extet Summer School for Sciencie Communication (EMME) La cita, que se desarrolas Ciencias en el mes de segtiembre, contará con numerosas conferencias y talleres lés-partidos por profesionales de gran prestigio social en gestión

Se configura así un proyecto de gran renombre interancional en el que 16 palses conpensado con el fía de conformar un programa Euro-moditerraneo de centres científicos con los que incentiver le conexión entre museos y generar redes de cols-

Ill proyecto cuenta con la colaboración especial de Maria Cristian Russo y Raffaella Ladice, de la Comision Europea, y Mario Scaler, de la UNESCO, asi como las directoras de la Al-hambra y la Fundación Euroárabe de la Universidad de Granada y el Minimerio de Asumos

Sin duda, un importante momr de sinerglas ope hoy se hace reallidad gracias a la plena dedicación de sus promotores y el respaldo de las instituciones. 'Una de nuestras fortalezas es

hober encontra do una forma de transmitte cultura cientifica a la sociedad de una manera rigurona pero amena e intecesante que hace our su provección internacional esté entrando en una tercera dimensión", destaco Ernes-to Paramo, el disector del Parque de las ciencias en la presentacido de esta primera EMME Summer School

"El proyecto del l'arque de las Ciencias nacia hace 18 afos con cierto escepticismo. Hoy nadie puede dudar de que la provincia de Granada tiene un referente fará en las salas del Parcue de absolutamente claro de desatrollo y de progreso. Y no serie como un niño pequeño,

Un puente que estrecha lazos con Oriente Medio El presidente de la Diputación

de Granada anunció en la presentación del proyecto la inter ción de las instituciones granadinas de mantener las relaciones con les gobiernes de Oriento Modio. También recordo due Granada puede ser una bueria fuente de acortaciones para la candidatura de la Espo Universal de 2020, que preparar en este momento los polices drabes. Según monifestó el presidente de la institución promindial, "estos países van a necestar una cantidad ingente de idoss y Granado stesora cora Oriente Medio un binomio per ficto it certifica visi cuttural. gue es to que fusionan sus pro-

y te sumerec dentro del palacio y sus actividades", recalco el sidente de la Dimutación, Sesestián Pérez, el cual pudo conocer de cerca las exposiciones que el museo ha propusado para este verano. En la visite participaron también el Concejal de Ayuntamiento de Granada Francisco Ledorma, y la delegado de Gobterno de la Junto de Andalucia, Maria José Sánches.

En este recotrido, conducido por un escusiasmado Ernesto Páramo, podieron describele los importantes provectos que el Parque de las Giencias lleva a cabo, con tanto éxito que incluno algunas universidades europeas reclaman ins contenidos de sus centros de investigación, según comencó el director de

La iniciativa está promovida por la Red Europa de Museon (ECSITE) y la Red Names y cuenta con el patrocisto de la Euwais Foundation v el apovo de numerosos museos de todo el mundo, como el Natural History Museum de Reino Unido, el Ilini verscience Partenaires de Pran-cia, la Citté della Spiesse Italia na, la Bibliotoca Alexandrina de Egipto o el Scientific Center de

Con el fin de que los asistes-tes adquieras habilidades en code une de estas materias, las sestones combinante, adomás de los conferencias y ralleges, en sos de estudio y grupo de trabajos en el que se incluirán discipli-nas costo planificación estratégica, aprendizaje de ciencia. cuestiones de gerencia museir tica y desarrollo de exposicio-nes. Pado ello en cinco jornadas participantes da un sólido conjunto de competencias y metodologias, para adaptarlas despoés a otros proyectos senide



LAS CLAVES

Olociséis países Egoto, Kuvato Turbula Morruo cos Túnez, Baréin Palestina De

Allegris, Thalia Emiratos Árabes Unidos, Portugal, Francia y Espara porticionán en el encuer-

Un reconocimiento para el Porque de Las Ciencias.

cirrients a su proveoción internacional en este pampo y una oportunidad gara tortal ecer la mount albusies you sen

La hostiva quenta con si respoco-di importantes museas como el Natura History Museum (Per not inde). Universalismos (Francial, el Sentific Center Kuwat. Ottobal el MUSE en esc della Sperade (talie) a la Eleficteca

La EMPE Summer School estil promoveds per EGSTTE y NA MES y parmoinada pre la Kirwert





Inauguración de la Escuela de Verano de Comunicación Científica. :: conzalar mousto

Cincuenta expertos en comunicación científica se reúnen en el Parque de las Ciencias

Granada acoge la primera escuela de verano para responsables de museos de divulgación de Europa, Oriente Medio y el Norte de África

:: INÉS GALLASTEGUI

☐ igallastequi@ideal.es

se retinen esta semana en el Parque de las Ciencias en la primera edición de la Escuela de Verano de Comunicación de la Ciencia en la Europa Mediterrinea y Oriente Medio. Procedentes de once países, los responsables y técnicos de estas institucio- rá para extender la cultura científines de divulgación estrecharán la ca e intercambiar experiencias enzos y buscarán oportunidades para - tre profesionales de paises y culturealizar proyectos conjuntos. La celebración de este encuentro supone un reconocimiento a la proyección internacional del museo granadino.

lia, Emiratos Arabes Unidos, Portu- te y sur del Mediterráneo.

gal y España. El encuentro está organizado por la Red Europea de Museos y Centros de Ciencia (Ecsite) y la Red de Museos de Ciencia del Próximo Oriente y del Norte de África (Names) v patrocinado por la Kuwait Foundation. Además, cuenta dad de la Alhambra en la sede perfeccon el apoyo de un gran número de museos del ámbito internacional como el Natural History Museum (Reino Unido), Universcience (Fran-GRANADA. Cincuenta expertos cia), la Biblioteca Alejandrina (Egipto) o la Città della Scienza (Italia).

Tender puentes

El director del Parque de las Ciencias, Ernesto Páramo, subrayó que esta iniciativa de formación serviras diversos.

El representante de la Kuwait Foundation, Mijbil Almutawa, recordó que el encuentro es fruto de Los participantes proceden de varios años de trabajo y confió en Egipto, Kuwait, Turquia, Túnez, Pa-que sea sel primero de muchoss, que lestina, Reino Unido, Argelia, Ita- se irin alternando en las riberas nor-

Rosalia Vargas, presidenta de Ecsite, destacó el prestigio del museo anfitrión y la ubicación estratégica de Granada entre todas estas regiones. En particular, recordó que su historia multicultural convierte a la ciuta para esta primera edición de una escuela destinada a «tender puentes entre ambas orillas del mediterráneo eracias a la cultura científica».

En la inauguración participaron además el rector de la Universidad de Granada, Francisco González Lodeiro, y el presidente de CajaGranada, Antonio Jara.

Hasta el próximo viernes, en la escuela se abordará la comunicación científica desde todas las perspectivas: educación, desarrollo expositivo, nuevas tecnologias y marketing. Entre los ponentes se encuentran Maria Cristina Russo y Raffaella Iodice, de la Comisión Europea, Mario Scalet, de la Unesco, y las directoras de la Alhambra, Maria del Mar Villafranca, y de la Fundación Euroarabe de la Universidad de Gransda, Pilar Aranda.

Ciencia en Granada

Jueves, 26 de Septiembre de 2013

BOSRHAM SALEM, UN MODELO PARA LAS NUEVAS GENERACIONES DE MUJERES CIENTÍFICAS EN LOS PAÍSES ÁRABES

Esta semana, Granada es sede, concretamente el Parque de las Ciencias, de una nueva cita científica internacional. Cuando todavía sigue fresco el éxito del Congreso Mundial de Nutrición celebrado la semana pasada, otro evento, no de las dimensiones de su predecesor pero también de gran interés tiene lugar, estos días, en el Parque de



"El 65 % de los estudiantes de la Facultad de Ciencias de Alejandria, en Egipto, son mujeres. También dos mujeres han estado al frente de los ministerios de Medio Ambiente e Investigación en el gobierno egipcio. La situación ha cambiado". Esta afirmación la hace una mujer que conoce muy bien las transformaciones y avances que se han producido en el ámbito de la ciencia y la educación en Oriente Medio. Se trata de Bosrham Salem, científica egipcia directora del departamento de Ciencias Medioambientales de la Universidad de Alejandría (Egipto). Bosrham Salem es una de las conferenciantes que

La cientifica egipcia Bostham Salemparticipan en la primera "Euro-Mediterranean and Middle East Summer School for Science Communication" (EMME) que se celebra hasta el viernes, en un entorno muy

adecuado para la promoción del conocimiento científico como es el Parque de las Ciencias.

Es una gran oportunidad poder hablar, cara a cara, con esta prestigiosa científica, de maneras suaves y gesto amable, que no puede ocultar su satisfacción cuando se le pregunta por su designación, este año, para el Women in Science Hall of Fame, instaurado por el Departamento de Estado de EE.UU. que reconoce la labor de las mujeres científicas de Oriente Medio y Norte de África. "Por supuesto es un honor fantástico. En cierto modo lo esperaba porque llevo mucho tiempo trabajando en el mundo científico, desde 1980. Ha sido una sorpresa muy grata y estoy muy orgullosa", comenta. Salem cuenta con una dilatada carrera científica como experta en desarrollo sostenible en zonas áridas,

La actual situación de inestabilidad política en la que está inmerso Egipto afecta, lógicamente, a la comunidad científica y a los proyectos de

investigación que se estaban llevando a cabo en el país, como explica, la científica, "De hecho, había empezado un proyecto para estudiar la posibilidad de poner en marcha una estación nuclear en una zona remota de Egipto. Se habían realizado todos los estudios. Todo era bastante favorable, el único problema que se habían encontrado era qué hacer con los residuos. Estalló la Revolución y todo ese proyecto se paralizó de momento". Tiene la esperanza de que cuando todas las cosas se calmen de nuevo, pueda proseguir. Todo está paralizado después de la Revolución. Las cosas han cambiando pero necesitan su tiempo",

De este encuentro destaca la oportunidad que representa de poder intercambiar experiencias. "Es una iniciativa muy buena. La ciencia no tiene fronteras". Lo que más le está gustando es que "la gente se une por un interés común. Hay que derribar los

para que las nuevas generaciones vean que no somos tan distintos. Necesitamos más cooperación, intercambiar opiniones", concluye.

En esta primera "Euro-Mediterranean and Middle East Summer School for Science Communication" (EMME) participan más de cincuenta expertos en museos de once países. El encuentro está promovido por la Red Europea de Museos y Centros de Ciencias (ECSITE) y la Red de Museos de Ciencia del Próximo Oriente y del Norte de África (NAMES), patrocinado por la Kuwait Foundation y cuenta el apoyo de un gran número de museos del ámbito internacional.



Jueves, 26 de Septiembre de 2013



Foto de tamilia del acto lessoural.

cos, firansio Páramo destaca la trado las convenaciones en el gran impresión que mdos se han llevado del Parque de las Cientas. "Se kan quedado sorprendidos por las instalaciones, si equipo humano que tenemos y la programación", señala.

Organizar la primera Euro-Mediterranean and Middle East Summer School for Science Communication es un proyecto en el que el Farque de las Ciencian lleva trabatando desde haceafics; yya ha dado sus primeros fruños. La directora de la Biblieters de Afetandria te ha compremetido a hacer un préstamo "significativo" de cara a una próxima exposición: "Sen cosas imposibles de conseguir si no se tiene una relación abierta. con el resto de los museca", ex- de once países plica sobre un seminario que redne a museos cruy modestos como el de Túnez o el que se está intentando montar en 2alestina- con los megaproyectos. de Quiar o Kuwait, "que lo unico que tienen que hacer es imaginar expericiones perque les recursus para Bevarlas a cabo ya los tienen", señala Páramo. Así que, en la misma mesa redonda. coiaciden el responsable del Natural History Museum con el-director de un pequeño museo de

Egipto.

Uno de los temas que han cen-

totalidad el congreso que reune a expertos

ono o aboro de las nuevos recno

logiss en las exposiciones. Para

Ciencias, "cada vez hay más ac-

ceso a internet y no tiene sentido

pur un trusco muestre consideue

se pueden ver desde casa, con lo

que los museos tienen que tener

cuidado de poseer una oferta.

única y singular con experiencias

que no puedan ser reproducidas

en internet, poque la competen-cia con Yourube es imposible?

Kuwait financia en su

En su opinión, la fornaleza de los museos tiene que buscarse en los provectos educativos, la exposición de piezas únicas y mostrar experiencias que no se puedes viviron-line, algo que en Granada quedó patente con las muestras sobre los dinosaurios o la dei Thank: "Ba loternet no puedes tener esa experiencia directa de tocar un bloque de bielo pare acercame a lo que queremos exoficar sobre el cambio climári-

neo, zouit es la gran preocupación de los científicos y de los diudadanos?

-Habia comenzado un proveco sobre la posibilidad de poses es marcha una central nucleur en uma zona dechabitada de Egipto. Se han realizado todos los estudios previos, pero tenemos al problema de qué hacer con los residuos nucleares. Estábamos instruen este debate cuando estaliaron los últimos aconsecimientos pulíticos, con lo que rodo el provecto se ha paralizado. Teneo. la esperanta de que en un fururo próximo podamos proceguir. Pero quiero dejar claro que el provecto coalleva un minucipae estudio de impacto medioambien tal y somos muy conscientes de la necesidad de preservar nues- raciones comparian las mismas

-¿En qué momento están todos les proyectes relacionados con ta ciencia en Egipto? ¿Cómo afronton el futuro?

«Está todo paralizado, las cosas han cambindo y todo necesita un tiempo para asentarse.

-Este enquentro pretende pregr un vinoute entre los poises europeos y les países árabes. ¿Tendrá más futuro que la Alianza de Civilizaciones de Zapatero? ¿Por dönde debe ir este intercambio?

-La ciencia po riene fronceras, la gence riene que unirse en el connimiento científico. Los paties sirábes han estado instalados darante mucho tiempo en el separatinno, pero hay que decribor esos moreo para que las futuras geneMARTO SCALET, UNIDAD CIENTÍFICA DE LA UNESCO

"Los políticos se están olvidando del futuro"



Mario Scalet, en un descarso de les conferencies.

G. C. GRAMAGE

El cienzifico iraliano Mario Scalet ha trabalado desde 1993 en diversos programas. de cooperación internacional en ciencia y tecnología. True asosorur al Ministerio de Asuntos Exteriores italiano en el deportamento de Cooperación Cultural passó a la Unidad Científica de la

-Oué vignifics a nivel internacional este encues-

-Es una excelente operturadad para los conferenciantes y para los oyuntes. No es sólo para transferir conocimientos, uno de los guntos min importantes de este en-

cuentro es la transmisión de experiencias humanas, teniendo en cuanta que participan experios de muchos países diferenter. Ecte enquentro not da tiempo pára conocernos y para coordinar nuevas iniciativas. Es importante que re annn diferentes cultures uni cas per la ciencia, el ciálogo y

-Cómo se combinan estos conceptos generales con la situación concreta de los cientificos españoles, que estan en el paro e, en el mejor de los casos, haciendo las maletoc7

-Este en el gran problema. No conosco en profundidad la sipasción española, puedo haplante de Italia, eunope no creoque difiera mocho de lo que pa-

sa aqui. No es un problema de la ciencia, as un problema con nómico. Es algo general, en los Balcanes también hay una fuga de cerebros. El principal objetivo de los políticos es salvar a los que ya tienen empleo y preservar los privilegios de las clases altas. Ahora se está invirtiendo en el presente, incluso en el pazado, pero los políticos se están alvidando del futuro. Yo no estoy viendo ninguna iniciativa para invertir esta tendencia. más bien al contrario, sobre tudo en cuanto a la ciencia y la

tecnologia. -¿Cuáles son las iniciativas que propone la Unesco para revertir esta situación? ¿Cuales son sus tineas de trabajo? La ciencia y la tecnología de ben contribuir al desarrollo sostenible de los países y la paz-Por esemplo, estamos estudiando el estado actual de la divulgeción científica para ver cómo.

La ciencia y la tecnología deben contribuir al desarrolla sostenible de los países v a la paz*

se puede aumentas la capacihad de conocimiento de la sociedad. Otto proyecto imporrante está relacionado con el agua para asegurar el abastecimiento. La Unesco encabeza el programa mundial de asesoramiento de avus. Por otro lado. también investigamos la situazión de los océanos, con lo que tratamos con el arua dulce y el agua salado. En esce semido, estamos recopilando dates a nivel mundial para las previstones del cambio climático.

-Continuaments aparecen previsiones que no auguran un futuro muy halagüeño a la numanidad si ce continúa con el actual modelo productivo. ¿Tan grave es la situgción?

-Tenernos um provecto sobre la blosfera, con más de seisclentos puntos de información discribuados nor todo el mundo. que nos está sirviendo para silmar una experiencia piloto sohre decarrollo socres ble Sc. paña es una de las reservas de a bioefera más importantes del mundo. Tanto es así que el últime informe se llama Extratorio

Granada Hoy

Jueves, 26 de Septiembre de 2013

 Granada se convierte en la capital de la difusión científica con un congreso que pretende unir los espacios expositivos de Europa, el Norte de África y Oriente Próximo

La gran alianza de museos nace en el Parque de las Ciencias

С. Сорра земном

El Parone de las Ciencias acone Mediceranean and Middle East Communication, que reûne a más de 50 expertes en museus de 11 países. Este encuentro convente estes días a Granada en le copital de la comunicación científica con la portacionción de la Red Europea de Museus y

Ernesto Páramo ya ha cerrado un acuerdo con la Biblioteca de Alejandría para una futura muestra

Centros de Ciencia (Ecute) y la Red de Museus de Ciencia del Printess Otiente y del Norte de Africa (Names), además del po-trocisto de la Rawait Poundo tion y el apoyo del Natural His-cory Museura (Reinis Unido). Universalizace (Prancia), Universchence Partenuires (Francia), Bibliotera Alejandrina



ligipco, Kawait, Turquia, Tii- que, según Ernesto Pizamo, di- te Modio". "Queremos conver-(Egippo), Scientific Center Ko-weit (Kowait), Città della Scien-gelia, Italia, Emiratos Asubes cias, "nitiúa a Granada en el crava (Italia) y MUSE-Museo della Umidos, Portugal y España están tro de la cooperación entre du Scienza representados en un congresti ropa, el Norse de Africa y Osien-

tirmos en el reference de la formocida superior en el campo de la comunicación y lo musicolocentras que se scenden desdo el

Do entreortacto directo entre

BOSHRA SALEM. CIENTÍFICA DE LA UNIVERSIDAD DE ALEJANDRÍA

"El 65% de los estudiantes de Ciencias son mujeres"

Bushra Salem or profesora en el Fienzales de la Facultad de Clerry vicio conomitacio. riss de la Universidad de Alejandris. Pue elegida jefe del Consedel Hombie y la Biosfera de la «Es un bouar y una sorperna, pe». Giencias son mujeres, lo que de-Unarco desde su resectén y ha ri — ro tempo que confesar que me lo — muntos la total integración. de designada por las delegacio- esperaba perque llevo muchiagyade 207 paleo para compares — nos derega trabajando para el lo cargo en la sesión de 24 del ... mundo científico, concretamen-

Consejo. Ha sido reconocida por se desde 1980. ESBU por sus contribuciones en — Entos pasillos del congreso se áreas de derechos hamanos y ser-

-¿Le he pillado por sorpresa su nominación a Mujer Científica marse. En mi país, el 65% de los del.Añe?

el campo de la Ciencia del Medio ve una paridad exquisita. Sin Ambiesto y sus esfuerzos un las embarge, a nivel general, ¿có mo es la situación de la mujor científica en los países árabes? estudiantes de la Facultad de

esperaba porque llevo muchia) - En España, la dictadura de de la energia nuclear. En el ce-ma dempa trabajando para el Pranco supuso un retroceso de so de Egipto y de los países to clencia y la culture que se tor-

ecipcios los valvenes políticos del país?

-La politica afecta a absolutamen te todo : clara, pero en linosa zone rains, la política no entra en la có-mo se divolga la ciencia. Deade e nimerios de Investigación y di per majeres, ya miana soy una mojen. Los cambios politicos se que se punon a la hora de decidir guenta las mirestretaciones científico de la actualidad se

centra en la conveniencia o no



cienciaengranada.com

Viernes, 27 de Septiembre de 2013

Summer School fon Science Communication (EMME)

"LOS ARTISTAS SON MUY BUENOS PARA EXPLORAR LA DIMENSIÓN CULTURAL DE LA CIENCIA"

Tom Rockwell. Director de Exhibiciones de el Exploratorium de San Francisco (EE.UU.)

Luz Rodríguez. 27/09/13

En el Exploratorium de San Francisco (EE.UU.) se puede tocar, sentir y emocionarse. En este museo, referencia internacional en el ámbito de la divulgación científica, no sólo se puede aprender sino que el visitante puede ir más allá, vivir experiencias que le ayudarán a conocer y comprender mejor las bases del comportamiento humano. El responsable de diseñar y elaborar estas experiencias es Tom Rockwell, director del departamento de Exhibiciones del museo. Es un apasionado de la investigación de las emociones humanas y un innovador que apuesta por combinar el Arte con la

Ciencia. Estos días está en Granada participando como ponente en la Euro Mediterranean and Middel East Summer School for Science Communication (EMME). Leer más...









LECTURERS: Bio & Summary

Mijbil Almutawa

Director of The Scientific Center Kuwait

Qualified in Science and Engineering from West Virginia University, West Virginia, USA. Joined Kuwait Foundation for the Advancement of Sciences (KFAS).

Supervised the design, construction and start-up of the Scientific Center of Kuwait (TSCK). Appointed as Chairman & Managing Director of The Scientific Center of Kuwait, since June 2000. One of the founding members of NAMES and President since 2010.

"Strategic Planning"

All science centers around the world strive in different magnitudes to achieve the same objectives of engaging the public and widening their interests and involvement in science and technology, in a hands-on entertaining medium. But proper planning and management is needed for each science center to face the different challenges- and sometimes not so different- so that it may survive and thrive; all this while adopting the local culture and supporting the educational infrastructure. In this "Strategic Planning" session we will share experiences of sound practices and programs to better develop our science centers.

Colin Johnson

Freelance, past CEO of Techniquest

Colin Johnson is an independent consultant specialising in non-formal education, public engagement and the strategic management of science centres and their supporting organisations. He holds Master's degrees in Chemistry from Oxford University, and in Education from Cardiff University. Half of his working life was spent in the formal education sector, as a high school teacher and teacher educator. The rest has been in the science centre field. He retired as Director/CEO of Techniquest Science Discovery Centre in Cardiff, Wales in 2004. He is an Honorary Member of Ecsite and was the ASTC Fellow for 2011, and has served on the Boards of both of these organisations. His current clients include the UK Research Councils, the Wellcome Trust, Rolls-Royce plc and the Noyce Foundation (USA).

"From the global to the local context: value, mission and impact of science centres"

Science Centres can be found all over the world, and science centres of the same kind can be found in very different places. Some centres have developed with the needs of their local communities at heart, however. What do science centres do... and why is this important? How does the local context affect their way of working? How do we develop a mission statement and the related objectives, and how then do we measure our success? What does research tell us about the impact of science centres, and what are the key factors that make a science centre successful?

Practical workshop: How to develop a strategic plan

After an introductory session about strategic planning and the articulation of vision and mission, this session will contain two workshop activities, based upon a real-life scenario:

- 1. Agreeing strategic objectives from the over-arching vision, mission and values
- Monitoring performance against planned objectives. The workshop activities will take place in small groups, and individuals will be asked to take on particular roles within the discussion groups e.g. CEO, CFO, Education Director. Exhibition Director. etc.

Jean-Marie Sani

Director of projects, Muséum National d'Histoire Naturelle, Paris

is a biology "professeur agrégé" and holds a Master degree in neurosciences. He taught in high school and at the university level and conducted research at the Institut Pasteur in Paris. From 1989 to 2008, he worked at the Cité des sciences et de l'industrie where he held a number of posts such as Head of Education, Youth and Training Director, Mediation Director, Assistant to the General Director and Publics and Marketing Director. From 2008 to 2011, he was Cultural Development Director at the Réunion des Musées nationaux, in fine arts domain. Since 2011, he is Project Director at the Muséum national d'Histoire naturelle, in Paris. He is particularly interested in questions related to scientific and technical culture, scientific mediation, education in museums and information and communication technologies.

"Science Centres and Museums Activities, Audiences and Public Impact"

This presentation is about how it is necessary to consider the nature, the diversity and the questioning of audiences to build a relevant programme and offer services they need. Each institution has a particular spectrum of visitors. It is necessary to consider it, and, to try to develop the audience. The programme and the services offered must be organized for the profile of the audience. The assessment in the institution is also an important function, for feedback from the visitors, in order to determine what the attractiveness of different topics is and to improve the services offered.

Carmen Guerra

Parque de las Ciencias

Bachelor in Chemistry, University expert in Science and Society and Master in Interactive Museography. She has been working as a secondary school teacher and as an in-service teacher trainer. Since 2008 she works in Parque de las Ciencias as Educational technician and Program coordinator. She has published some articles about literature, cinema and comics as educational tools, and has coordinated national and international educational projects.

"Science learning"

Efforts to enhance scientific competences are usually focused on improving science curriculum and teacher training. The role of science museums in science education is changing, and now, these informal learning institutions are to become a unique partner with schools. Collaborative research efforts are needed in the area of science education in museum settings. In this session we will discuss with all the different agents how to deal with science learning in informal contexts.

Rut Jiménez Liso and María Martínez-Chico

Almeria University

Rut Jiménez Liso and María Martínez-Chico are Science education researchers and teachers of Didactics of Experimental Sciences at the University of Almeria. Currently they are working on pre-service teacher training and on Environmental Education's Master.

Most of their research is centre don primary school teacher training and includes the development of teaching materials and resources using MBL(Sensociencia Project)

"SENSOCIENCIA and EXPERIMENTA"

SENSOCIENCIA AND EXPERIMENTA are two projects related to in-service teacher training developed in Parque de las Ciencias in collaboration with the University of Almería. Rut and Maria will be presenting the Project SENSOCIENCIA, beginning with the results of the assessment of EXPERIMENTA and analysing the inquiry-based science education approach and the design of assessment tools.

Yusuf Ulcay

Bursa Science Centre

B. Sc in Textile- Mechanical Engineering by the university of Bursa and M.Sc and Ph.D. in Textile Science by the University of Maryland. He has developed a research career in Turkey and USA. Full professor of the Department of Textile engineering at the University of Uludag and Vicerrector of the Bursa Technical University. He is coordinator and advisor of the Bursa Science & Technology Center.

"About Science Learning"

We don't realize but science surrounds us. It is everywhere everyday. We use science in our daily lives such as in our kitchen, in our work, or when we drive, when we communicate, etc. We use many skills such as observing, classifying, collecting, counting, measuring, etc... Are they related to science? Yes, right? But when we ask kids what do they know about science they do not link these skills or even do not mention about the way we use science. They directly define science with biology, physics, mathematics, robotic, electronic, and so on...Most of the kids do not know that history, geography, philosophy and psychology related to science. When we are teaching science, we have to link these scientific skills and all science subjects. If the kids do not know about their history, how come they learn about science? "Science learning" is too broad but it basically help us to understand how the world around us works. People study science so that they can understand their planet and their universe better.

Martin Lawrence

Head of learning, London Natural History Museum

Martin Lawrence is Head of Content Strategy in the public engagement group at the Natural History Museum, London.

Prior to this he worked as Deputy Head of the Learning Department. He is a qualified teacher and experienced science education practitioner who leads a team developing the Museum's education strategy, and conducting visitor research and evaluation.

"How can science museums/centres enhance school science education?"

In this session we will explore key decisions, actions and options in providing effective science museum/centre science learning experiences.

We will examine the evidence base for learning science outside the classroom, the external drivers and trends influencing how young people engage with science, the attitudes of young people to science; review case studies of sector best practice, and think about how to ensure quality in the development and delivery of your educational offer.

Boshra Salem

Alexandria University

Boshra Salem is one of the founders of the Department of Environmental Sciences at the university of Alexandria where she is currently acting as full professor. She has a Ph.D in remote sensing and GIS applications in Egyptian deserts and post doctoral studies in GIS applications in arrid lands and Biodiversity electronics database. She is a member and holds different positions in institutions and committees such as UNESCO, SCOPE, ArabMAB, ICSU... She is currently listed in the US to be the "Woman in Science" for 2013

"Environmental sciences"

In this workshop we will discuss the importan of education, Why and how environmental education, different aspects of environmental education: goals, orientation, final objectives, types, guidelines... And we will analyse some examples and case studies.

Sebastián Cardenete and Carlos Durán

Principia Science Centre

Carlos Duran and Sebastian Cardenete are Principia Teachers; They have more than ten years of experience in the museum and everyday they do science experiments and planetary sessions and they organize the museum activities. They have a long experience as chemistry and biology high school teachers and in the development of educational resources and in-service teacher training.

"The chemical experiments in Principia Science Centre"

We will do some of the experiments which we do everyday in Principia Science Centre in Malaga, where we attend the audience and students of all levels; so we adapt the contents to every level. We carry out the interactive and amusing visit in Principia in order to make the people learn and enjoy.

Carlos Sampedro

Parque de las Ciencias

Physics and Chemistry teacher in Secondary School since 1972. Department Head in a High School near of Granada and Educational Activities Technician of the Parque de las Ciencias. He is the author of textbooks and articles concerning science learning and has been involved in the development of different projects aimed to provide the students with a better understanding of science and training teachers in the use of educational strategies based on research activities at the school.

"Learning Science at Parque de las Ciencias"

This workshop is aimed to discuss the main features concerning science learning in the context of a science center/museum, including the analysis and experimental demonstrations of some of the physics learning activities developed in Parque de las Ciencias.

Brigitte Coutant

Head of Institutional and International Relations Universcience

TOP PRIORITIES FOR MANAGEMENT

Brigitte Coutant is currently director of national and international affairs at Universcience. She graduated from the University of La Sorbonne and from the Institute of Political Sciences in Paris. After a first experience in a non governmental international agency, she joined in 1979 the project team to study the feasibility of Cité des Sciences et de l'industrie. In charge of international development, she has developed an extensive international policy with expertise ranging from outreach programs and travelling exhibitions to consultancy for designing new equipments. On the national level she has organised the national governance for science centres and museums. She is one of the founding members of ECSITE, member of the board of ICOM France and representative of Universcience in the Unesco French committee.

"Top priorities for management"

Since the beginning of the 90 ties, science centres and museums are facing a constant general tendency of decreasing public subsidies which has been emphasized by the recent financial and economic crisis. This situation, which in some countries had some dramatic effects and could even affect the survival of some science centres and museums, has compelled many institutions to adapt themselves to major new challenges: how to run our institutions with modern methods of management, how to develop staff competencies to respond to the need of new professional skills, how to find new resources by developing partnerships, a fundraising strategy and a dynamic commercial policy.

The issue being also to preserve our educational and cultural missions, our ethics and our freedom. During this session, we shall exchange experiences with 3 different institutions and also debate on these important challenges.

Hoda El-Mikaty

Director of Planetarium Science Centre of the Bibliotheca Alexandrina

Hoda El-Mikaty received her Bachelor of Science degree in Electrical Communication from the University of Alexandria, Faculty of Engineering, and a Masters degree in Parallel Processing from the University of Liverpool, England. She joined the Bibliotheca Alexandrina as part of the Construction Monitoring Unit Team during the Library's construction phase. In 2000, she took over the management of the Planetarium Science Center, where she introduced the first hands-on informal science education facility in Alexandria. She is founder and first president of and the IEEE Egyptian women in Engineering (WIE). Engineer El-Mikaty's main interest lie in the dissemination of science, the scientific method and the values of science to the general public with special emphasis on school and university students. She is also a firm supporter of women and their empowerment especially in the field of science. She is working with local and regional women's networks to cross any barriers and break any glass ceilings in the path of women's advancement in science careers.

"Ten commandments in managing a science center"

In this session we will identify a road map for managing any science center/museum successfully. Irrespective of size, this session will provide you with a "to-do list", which you will carry wherever your career takes you. An interactive session, where you will be amazed at how beautifully challenging a career in Informal Science Education is. It will be a roller coaster ride, so throw your hands up and enjoy the ride!

Alain Coine

General Delegate of the endowment fund, Universcience Partenaires

Alain Coine studied at the Rouen School of Management, France, and took an MBA at Laval University in Canada. After a stint as a lecturer in Financial Strategy and business consultant in Canada, he returned to France in 1970 to join the Rhône-Poulenc Group where, up until 2005, he carved out an international career and hold a wide variety of positions, including Marketing Director, Export Manager, Strategy Manager, Public Relations Manager, Communications Manager, Group Foreign Delegate, Assistant General Divisional Manager, European Head, and President of subsidiaries. He is Chairman of the French External Trade Advisers (CCE) Asia Pacific Committee, Vice-President of the Franco-Japanese Exchange Committee, and sits on several Boards of Directors and Supervisory Boards of French and Japanese companies. Since january 2006, he is General Delegate of "Universcience Partenaires" and Adviser on company relations to the President of the "Cité des Sciences et de l'Industrie museum".

"Fundraising strategies: which tactics should we use to balance funds from companies or from government"

Alain Coine will briefly explain what are the different types of fundraising for science centres and museums and then he will focus on all the aspects of partnerships with private companies and relevant federations based on his experience with "Universcience Partenaires". He will present key criteria for a company to become a partner with science centres and museums and will make some recommendations to successfully develop long term partnerships with enterprises. Brigitte Coutant will complete his presentation by talking about her own experience of funding with public sector and government bodies.

Louise Emerson

Head of Business and Commercial Strategy, London Natural History Museum

started her business life as an Electrical and Electronic Engineer before achieving an MBA with distinction. Louise worked in business consultancy and licensing for a number of years before following her interest in the arts and becoming Director of an Arts Centre and Managing Director of London Calling Arts Ltd, a marketing agency. Louise is the Head of Business at the Natural History Museum London where she is responsible for the commercial exploitation of the assets, people and knowledge. The business operation turns over £15m p.a.

"Commercial opportunities for Science Centres and Museums"

In this session we will look at the opportunities for generating your own income through commercial activities. We will consider what is important to think about before you initiate these types of activities. Why commercial activities need to be a part of the whole organisation and work seamlessly with the development of vision and content and what can be achieved. Louise will share her experience of commercial activities in the Natural History Museum.

Vincenzo Lipardi

CEO Città della Scienza

Degree in Philosophy at the University of Naples. In 1987 together with the physicist Vittorio Silvestrini, he launched the annual science event Futuro Remoto and co-founded Fondazione IDIS, the institute for the diffusion of scientific culture where he was appointed General Director. He promoted the creation of Città della Scienza, including the realization of a science centre, the first one in Italy. He has always been heavily involved in the promotion of scientific culture at an international level. From June 2007 to June 2009, he was appointed President of ECSITE, after being the Vice-president and the Treasurer of the association. In 2008 he was appointed also Delegate of ECSITE in the IPC (International Program Committee) for the World Congress of Science Centers and Museums. From 2005 to 2011, he was Head of the Institucional Communication and Information Society Department of Naples City Council. In 2008 he was appointed member of the General Council of the Universal Forum of Cultures which will be held in Naples in 2013. He published many articles on the role of scientific culture and science centres in society today. He is currently CEO of Fondazione Idis-Città della Scienza.

"Science culture for the development of the Mediterranean"

In these days, terrible winds of war are blowing on Syria and the Middle East, with the risk to disrupt the balance of international relations on a global scale and to affect dramatically the destiny of entire countries, communities of women and men. More than ever it is fundamental to put at the center of the Euro-Mediterranean and Middle East agenda a new strategy for cooperation and dialogue in all sectors. A such process can support the mobilization of civil society as allies for peace in the region, aimed at valuing diversity, promoting the participation of the society in building open and plural democracies, and fostering inclusive and sustainable development. The round table will gather representatives of different International organizations to discuss more specifically the role of science and culture in facilitating dialogue in the region and in empowering citizenship to create sustainable and inclusive societies. The objective of the discussion is also to create new premises for exchanges among science centres in the region and to promote opportunities of cooperation projects in this framework.

Mario Scalet

Head of Science Unit, UNESCO Office in Venice

Head of science unit and senior programme specialist of the UNESCO Regional Office for Science and Culture in Europe since August 2010. As an expert of international cooperation on science and technology he was scientific programme officer at the European Commission (Brussels, 2006-10), senior adviser of the Italian Ministers of Foreign Affairs and University & Research (1997-2006), and Scientific Counsellor of the Italian Embassy in South Korea between 1999 and 2003. Researcher and professor on Applied Plant Biology and Biochemistry of the University of Udine since 1986, he was also research fellow and visiting professor at universities of Zurich, Davis, Roma, Maputo, L'Aquila, Trento. Author of some 50 scientific papers and books.

Michele Lanzinger

Director of MUSE - Museo delle Scienze

Graduated in in Geology in 1982, PhD degree in Anthropology at Firenze University in 1986. From 1988 to 1992 hold the post of Geology and Human Palaeontology Curator at the Museo Tridentino di Scienze Naturali. Since 1992 is executive Director of the Museo Tridentino di Scienze Naturali (now MUSE), in Trento. A museum and a network of 9 institutions focused on research, conservation and dissemination on nature and science. He promoted the MUSE, a project for a new-concept museum devoted to science, nature and society, designed by Renzo Piano. The MUSE opened to the public th 27th of July 2013. He planned the organization and oversaw the drafting of the Feasibility study and of the Cultural Plan and has been the project leader of the Design Group.

Lavinia Del Longo

Head of the Development Department - Museo delle Scienze

Graduated in Physics in 1996, she travelled a lot in North America and Europe to visit science center and science museums, conducting a research work in the field. Since the year 2000 she coordinated the development of temporary exhibitions in the old Natural History Museum of Trento and in parallel all the stages of the process for the development of MUSE. In the last years she managed full time all the coordination of the MUSE project as head of the Development Department of the museum.

Case study. "Analysis of the MUSE case study in Trento: development of exhibitions, choices of medias, planning of development, relation exhibition/building"

The workshop focuses the process of exhibition development following the case study of MUSE, the new Science Museum in Trento Italy. The presentation and the activity will consider basic components as: The culture of the Museum, Target audience & market analysis, Building & space list, Development of exhibition & choices of media, Planning & choices of contractors. Examples of formal approaches and literature on the subject will be provided. Mauris posuere leo lacinia neque consequat, at iaculis felis faucibus.

Ernesto Páramo

Director of the Parque de las Ciencias

Ernesto Páramo is Director of the Parque de las Ciencias and author of the museum project in 1991. He has a Master in Forensic Genetics and Anthropology and a Law Degree from the University of Granada. At present developing a Doctorate research in Education and Museology. Visiting Professor in the Master of Communication and Scientific Museology, Univ. Pf. Barcelona, and Museology and Tourism, Granada Univ. He has published several collective books and guides on Science Education and has given more than two hundred conferences (Spain, Italy, France, Tunisia, Ecuador, Mexico, Greece, Syria, Sweden, Germany, etc) for Congress, Agencies and Universities. He has organized 42 temporary exhibitions, some in collaboration with museums like the NHM of London, Cité de l'Espace in Toulouse, AMNH in New York or NHM in Barcelona.

"Exhibition development. From concept to realization: how to develop an exhibition in due time including concept development, techniques and workplan"

Exhibitions are the central nucleus of Science Centres and Museums. It's public activity pivots largely around them. In addition, in recent decades, Temporary Exhibitions have become one of the main tools for managing them. We want to attract a large number of public and media interest, surprise, but also be useful educationally to the community and increase the awareness of visitors. Are these goals compatible? When does an exhibition succeed? In this session we have three very interesting visions and experiences to relect upon and inspire us.

Tom Rockwell

Exploratorium, Director of Exhibits and Associate Director for Program

Tom Rockwell is Associate Director for Programs and Director of Exhibits at the Exploratorium in San Francisco. He most recently led the exhibit design and planning for the Exploratorium's move to Piers 15 and 17 on the San Francisco waterfront, which opened in April of this year.

"Phenomena, Objects and Representations: Three Types of Exhibits and associated Design Principles"

Drawing from the recently re-opened Exploratorium, we will review three main types of exhibits along with design considerations for each of them. Wherever possible the Exploratorium tries to use authentic "phenomena" for its exhibits, allowing visitors to manipulate or at least observe physical, biological or psychological events as they unfold. Sometimes all that can be shown is a unique but static "object", a cultural artifact or natural specimen that tells a story of events in the past. Other times, the phenomena in question are too big, too small, too fast, too slow or just too dangerous to present in a museum. In this case we use "representations", which could be photographs videos, drawings or models that can be manipulated either physically or digitally. Although the Exploratorium uses each of these forms of exhibits, we do so with definite design principles in mind, always with the main focus on how exhibits become tools for visitors to construct their own, authentic learning experiences.

Marie-Pierre Lahalle

Deputy head of the Exhibition projects department Universcience, Paris

After a short career as a research scientist, Marie-Pierre Lahalle joined the exhibition direction of La Cité des Sciences et de l'Industrie in 1991 to work in science exhibitions teams. Then she became a head of exhibition projects, responsible for eight exhibitions, from 1995 to 2007, among which the new Cité des enfants. In 2009, she was promoted deputy head of the exhibition projects department. Since then, she shares with department head the task of overseeing various exhibition projects.

"Exhibition development planning for the young public"

My speech will deal with the different aspects of exhibition management related to creativity, design, costs, building, especially concerning exhibitions for young public.

I will first describe briefly our new Cité des Enfants: our major permanent exhibition for children renovated since 2008-2009. Then I'll develop how we produce exhibition from concept to realization, illustrating my purpose with exhibitions for young public.

Luigi Amodio

Director of Città della Scienza

NEW TECHNOLOGIES

Luigi Amodio is the Director of Fondazione Idis-Città della Scienza in Naples (Italy), the city where he was born and actually lives. He is currently involved in the project for the reconstruction of the Science Centre of Città Della Scienza after the arson of the 4th of March, 2013; as well as in several projects, funded by European Union, on Science and Society and social Participation in Science and Technology. Luigi Amodio has been adjunct lecturer of Museum Communication at the Università degli Studi di Napoli "Federico II" and of Sociology in the same University and actually of Science museology at the Università di Milano – Bicocca.

"New technologies"

Years ago, when ICT began to spread more and more quickly and pervasively, many predicted the "death" of real museums and their progressive virtualization. Today, fortunately, we can see that prediction was wrong. On the contrary multimedia, virtual reality, the Internet and, today, social networks, are helping to make more and more rich the experience of visiting museums and are building new relationships between professionals and visitors, thus enhancing the possibility of increasingly successful exhibitions and programs. The final day of the EMME Summer School will be dedicated, therefore, to analyze some relevant cases in a field where the evolution of engines and applications is always faster and in which what managers of museums and science centres should do first is that of looking beyond, imagining possibilities and scenarios.

Claude Farge

Director for Publishing and Transmedia, Universcience

Director of Publishing and innovative Media Content Division of Universcience. He has ten years' experience as producer and 4 years' experience as Studio manager. He has produced video games, cultural adventure games, educational web pages for different studies and the Reunion des Musees Nationaux. He has also writen and directed short and médium length films for 15 years.

"Setting up Internet collaborative platforms in science centres"

Science centres have explored during the past few years, several forms of innovation to expand collaboration between them but also with their public. These "open places" based on the elaboration of digital resources and new digital interfaces are allowing new approaches of co-construction and co-creation with various comunities of actors (researchers, professionals, partners, public,etc.). Discussion of the two projects lead by Universcience, IMMEDIATS and ESTIM and the future creation of a Learning Center in Citi des Sciences will be the occasion to underline the opportunities, but also the limits and the potential trans of those new collaborative platforms.

Manuel Roca

Director of Production and Technology Department,

Parque de las Ciencias

Manuel Roca has a degree in Physics (Electrical and Electronics) and from the University of Granada. In 1993 he began working on the development of Parque de las Ciencias Project. Since the opening in 1995, he has occupied several positions: technician of Physical Science, responsible for the Planetarium, Astronomical Observatory and computing and technology of the museum. In 2005 he was prpomoted Head of the Production Department. He participates in the planning and implementation of outreach activities and is a collaborate speaker at courses for teacher training and for the general public, at conferences and informative talks and teaches in a number Masters of the University of Granada.

Activity programs with new technologies (Digital planetarium)

I want to speak about our experience in the new technology at the service of the Science Communication in Science Centers and especially in the digital Planetariums:

- Technology visible to visitors, with which they interact.
- 2) Technology hidden to visitors, new technology behind the exhibits and Planetarium shows.
- Technology as an expositive material.

Eslam M. Wageed

Project Manager, Regional Informatics Center, Arab Academy for Science and Technology

- IC Member, International Olympiad in Informatics (IOI'2013-2016)
- Egypt Team Leader, International Olympiad in Informatics (IOI'2011-2013)
- Executive Manager, Egyptian Olympiad in Informatics (EOI'2010-2013)
- Contest Manager, Arab Collegiate Programming Contest (2007-2009)
- · Project Manager, Regional Informatics Center

Programming Competitions

The Programming Competitions in Egypt become the easiest way to have a global chance in your career. These Programs helped many of our students to change their way of thinking and join the most prestigious universities in the world as MIT and Stanford, also many of our students engaged in some global companies as Google, Facebook, DropBox, Booking and Microsoft.

Ma Mar Villafranca

Director of the Alhambra

P.h.D in History of Art at the University of Granada and full professor of History of Art at the same university. She was General Director of Historical Heritage Institutions at the Andalusian Cultural Ministery. Currently holds the position of Director of the Patronato de la Alambra y el Generalife and is a member of the Executive Comité of the Picasso Museum in Málaga.

The dissemination of Patrimony as a knowledge strategy of the Albambra

Now a days ICT offers a great opportunity to go in depth in the dissemination of the cultural heritage's knowledge. The Patronato de la Alhambre y el Generalife develops a wide program introducing these useful tools in the implement the didactical resources in the Exhibitions. In this session we will analyse different examples designed to be implemented in the exhibitions shown in La Alambra.



ALGERIA



Abderrahmane Lakehal

Director General Directorate for Scientific Research and Technological Development Alger, Algeria



Belbachir Hacene

Sub director of Scientific Indicators and Resp of Popularization of Sciencea. General Directorate for Scientific Research and Technological Development Alger, Algeria

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Bisan Battrawi

Researcher Walid & Helen Kattan Science Education Project A.M. Oattan Foundation Ramallah, Palestine



Jehad Abu Alkbash

Coordinator of Meet Math Museum AL Quds University Jerusalem Palestine

PORTUGAL



Inês Oliveira

Coordinator (explainers team and activities) Pavilhão do Conhecimento - Ciência Viva Lisbon, Portugal



Kenan Latifoglu

Educator Gaziantep Planetarium and Science Center Gaziantep, Turkey

SPAIN



Rodríguez Gonzalo

Cabaret Mechanical Theatre Granada, Spain



Didem Aydınmakina

Manager Eskisehir Science & Experiment Center of Metropolitan Municipality and Sabanci Planetarium Eskisehir, Turkey

TUNISIA

TURKEY



Mohamed Essid

Ali Çetinkaya

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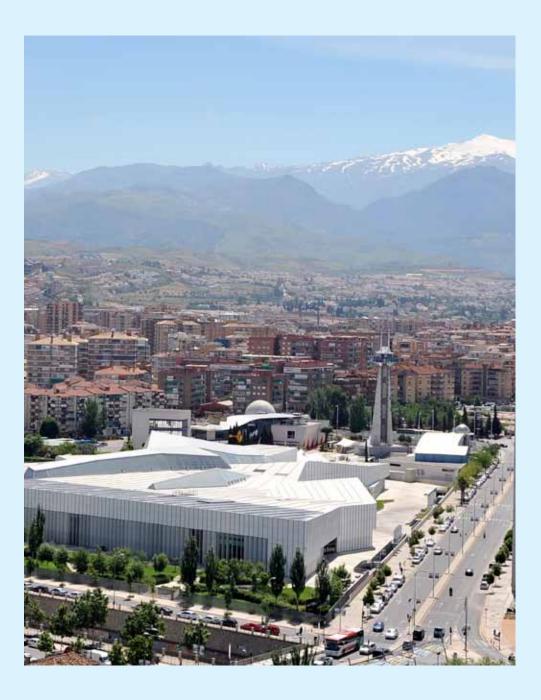
Education Programs Department Konya Science Center Konya, Turkey



Dilek Olcay

Coordinator Turkcell Planetarium and Science Center Gaziantep, Turkey





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